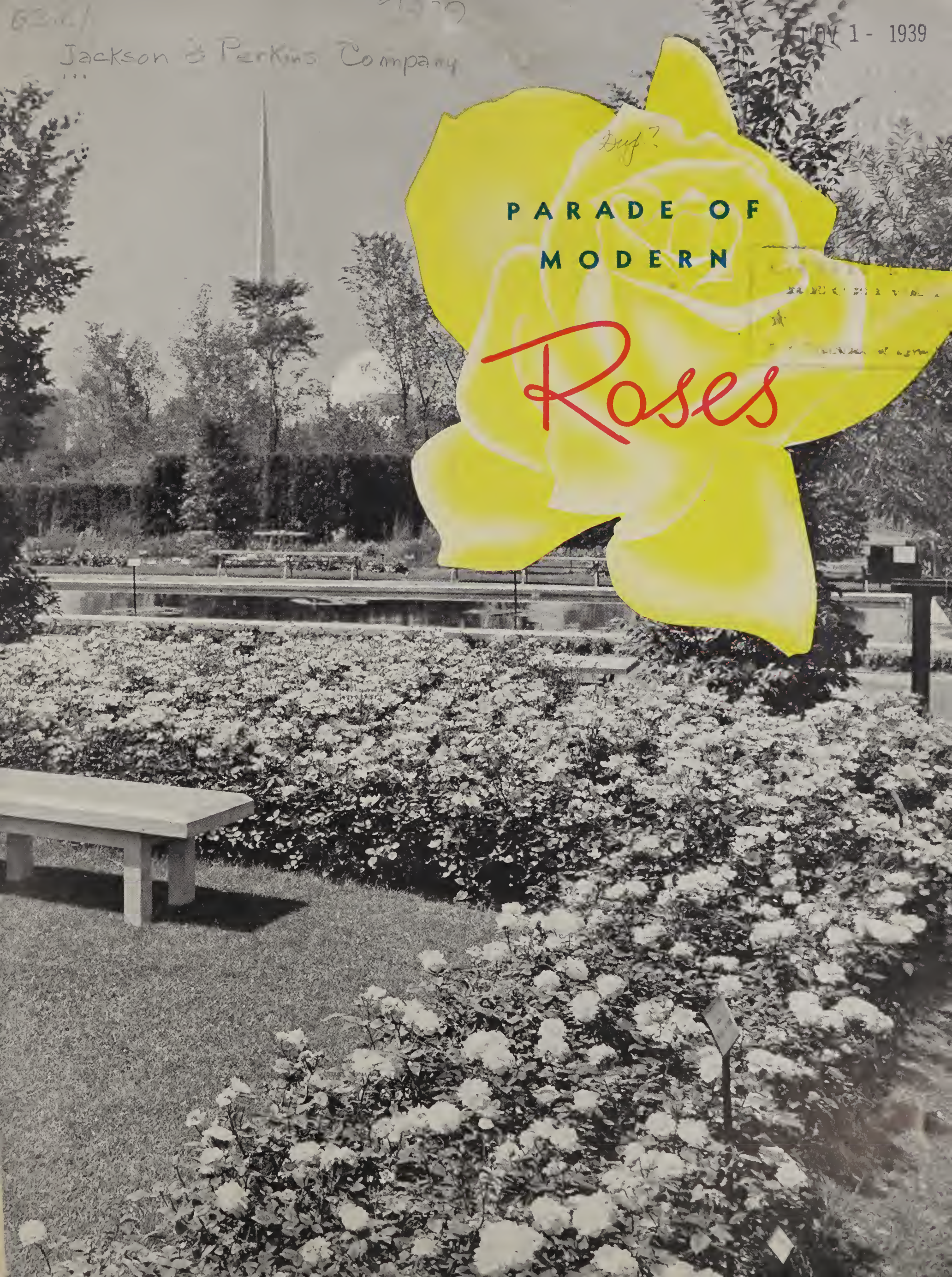


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Do not assume content reflects current scientific knowledge, policies, or practices.



Jackson & Perkins Company

May 1 - 1939

PARADE OF
MODERN

Roses



Roses

IN THE WORLD OF TOMORROW

A NOTABLE HONOR conferred on Jackson & Perkins Company was its selection to install and maintain the Rose-garden which featured "Gardens on Parade," the horticultural exhibit of the New York World's Fair of 1939.

Designed and arranged by Prof. Hugh Findlay, of Columbia University, and Eugene S. Boerner, head of the Research Department of Jackson & Perkins Company, as "A Parade of Modern Roses," this garden has been acclaimed by thousands of visitors and by horticultural publications, the daily press, and national magazines, as the loveliest as well as the outstanding feature of "Gardens on Parade." Each of its symmetrical beds is designed as a complete Rose-garden for the average home. In them have bloomed over 8,000 plants, representing 250 of the finest varieties from eighteen nations, truly an International Rose-Garden.

In the place of honor, in the central bed, is "World's Fair," the sensational new red Floribunda first shown to the public at "Gardens on Parade." On June 14, at a formal ceremony in the garden, this Rose was officially dedicated and accepted by the Hon. Grover Whalen, President of the World's Fair Corporation, to be the theme Rose of the Fair.

The photograph opposite shows a bed of the garden planted with Joyous, a beautiful pink semi-double Floribunda. It illustrates the admirable way this variety may be used for close bedding and border planting.





Rose-lovers come from far and near to see these Jackson & Perkins test-gardens in Newark, N. Y.—“Rose Capital of the U. S.” Photograph taken June 17, 1939.

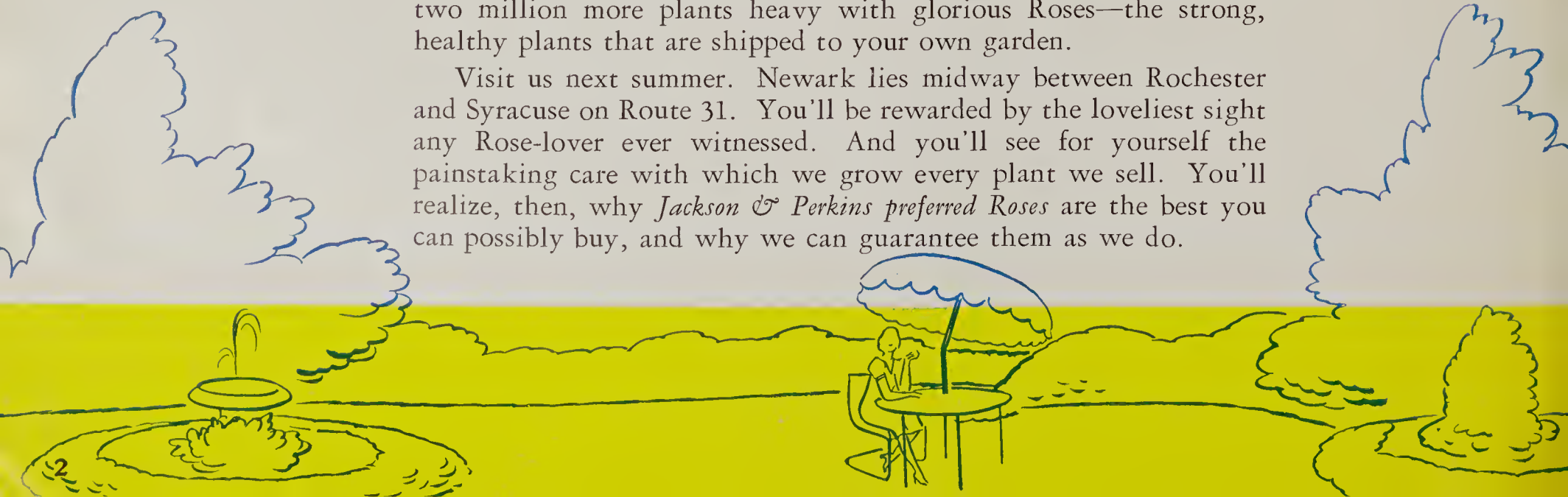
An Invitation to Our Newark Gardens

THE beginning of the Rose season each year brings a pilgrimage of Rose-lovers to Newark, New York, for then the test and display gardens of Jackson & Perkins Company, which have given this little city the title of “Rose Capital of the United States,” are in full bloom. We counted our visitors in one period of two weeks last summer, and there were over 60,000.

In our test-gardens you may see 20,000 Rose plants of over 3,000 varieties in bloom, also thousands of unnamed sorts on which our hybridizers are at work to produce new “Roses of the future—introduced by Jackson & Perkins.” No new variety goes from these testing gardens into our commercial growing fields until it has proved itself under practical conditions of growth in northern New York’s rigorous climate and in some 40 other testing stations throughout the United States.

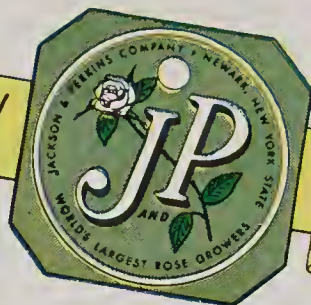
Beyond these test-gardens spread thousands of acres with over two million more plants heavy with glorious Roses—the strong, healthy plants that are shipped to your own garden.

Visit us next summer. Newark lies midway between Rochester and Syracuse on Route 31. You’ll be rewarded by the loveliest sight any Rose-lover ever witnessed. And you’ll see for yourself the painstaking care with which we grow every plant we sell. You’ll realize, then, why *Jackson & Perkins preferred Roses* are the best you can possibly buy, and why we can guarantee them as we do.



JACKSON & PERKINS COMPANY

NEWARK NEW YORK STATE



A Statement Of Our Retail Policy

To All Lovers of Flowers:

In sending you this retail catalog, we are committing ourselves to a new service which we believe is greatly needed.

Throughout its entire history until now, our company has sold exclusively at wholesale. J. & P. Preferred Roses will continue to be sold by all dealers who make a point of handling only the best.

It is, however, obviously impossible to insure adequate supplies of all our thousands of varieties in the hands of dealers everywhere. The public has frequently complained to us that it was unable to obtain certain varieties we have introduced and advertised.

This is important to us, and to you, because Jackson & Perkins are specialists in the introduction of new and finer varieties of roses, perennials and shrubs, which modern flower lovers today are demanding. Our Research Department at Newark, the largest in the world, is constantly at work in plant improvement. Our connections with great hybridizers of Europe also enable us to bring to this country the best of all foreign propagations, for many of which we have exclusive distributing rights.

By inviting you to order direct from us, we plan to make it possible for you to obtain any variety you want. You can always be satisfied with merchandise backed by our own unconditional guarantee of quality.

You have only to enter your order on the enclosed blank, and our entire growing fields are available to you.

Cordially yours,

JACKSON & PERKINS COMPANY

Charles H. Perkins, President

OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of Roses—the finest. *We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.*

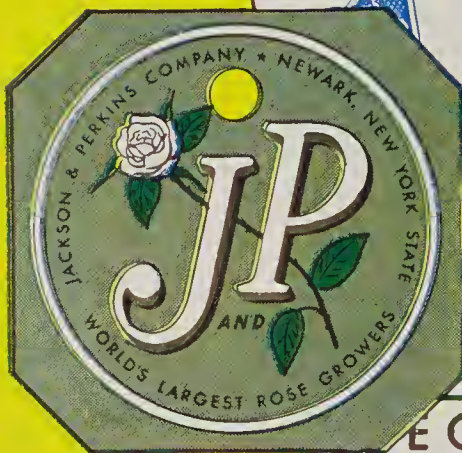
We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—*especially the new improved varieties.* But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

Charles H. Perkins
CHARLES H. PERKINS, President



Only one grade of Roses—the finest.
Full-stemmed plants with robust root systems.
Tested and proved by two years' growth in our own fields.
New improved varieties of the world's greatest hybridizers.
Carefully shipped to reach you in perfect condition.
Backed by our reputation as the largest Rose nursery company in the United States, and one of the oldest.
At prices no higher than you must pay for similar plants from other sources.
In short, the Jackson & Perkins label means—

YOUR GUARANTEE OF QUALITY

"ROSES"

By Edgar A. Guest

When God first viewed the rose He'd made
He smiled, and thought it passing fair;
Upon the bloom His hands He laid,
And gently blessed each petal there.
He summoned in His artists then
And bade them paint, as ne'er before,
Each petal, so that earthly men
Might love the rose for evermore.

With Heavenly brushes they began
And one with red limned every leaf,
To signify the love of man;
The first rose, white, betokened grief;
"My rose shall deck the bride," one said
And so in pink he dipped his brush,
"And it shall smile beside the dead
To typify the faded blush."

And then they came unto His throne
And laid the roses at His feet:
The crimson bud, the bloom full blown
Filling the air with fragrance sweet.
"Well done, well done!" the Master spake;
"Henceforth the rose shall bloom on earth:
One fairer blossom I will make,"
And then a little babe had birth.

On earth a loving mother lay
Within a rose-decked room and smiled,
But from the blossoms turned away
To gently kiss her little child,
And then she murmured soft and low,
"For beauty, here, a mother seeks.
None but the Master made, I know,
The roses in a baby's cheeks."

From "A Heap o' Livin.'" Copyright, 1916. Used by
permission of The Reilly & Lee Co., Chicago, Ill.



PARADE OF

Modern Roses

Are the new Roses any better than the older kinds? The answer is, emphatically, yes! Each new Rose has bred into it some improvement of color, perfume, hardiness, or resistance to disease, making it distinctly more desirable than older varieties which possess these valuable traits in lesser degree. Furthermore, the best of Jackson & Perkins modern Roses are patented for your protection, to insure your receiving genuine,

true-to-name plants of first quality. There are pleasures and thrills to be found in growing modern Roses that no commoner varieties can give. They will keep your garden a place of beauty and fragrance long after the older types have lost favor. They will require only a minimum of care and cultivation. And of all your Roses, they will be the ones most admired by your friends and neighbors who know choice flowers.



The New All-America Selections

A new plan has been sponsored by leading Rose-growers for determining the rating of new varieties suitable for all climates. Only Roses which have been tested in stations in all sections of the United States are eligible for awards. Jackson & Perkins Roses have captured the following awards for 1940:

Dicksons Red—first award among Hybrid Teas.

World's Fair—first award among Floribundas.

We also offer Flash, which won first award among the Climbing Roses.

DICKSONS RED

← (Plant Patent applied for.)

A new arrival from the Emerald Isle. Red as the lips of a pretty colleen—and just as bewitching. The color holds, too, does not blue with age. A sturdy Rose that thrives in the hottest summer and blooms unceasingly. Certain to be the "Queen Rose" of 1940.

Fragrant . . . deep and mellow.

Prolific . . . large, full blooms on long stems, ideal for cutting.

Plant . . . well formed, bushy—about 2 feet tall.

Awards . . . Gold Medal of the National Rose Society of England, Clay Cup for Fragrance, First Award for Hybrid Teas of "All-America Rose Selections" for 1940.

Price \$1.50 each \$16.20 per doz.

©
J. & P. CO.



PARADE OF MODERN ROSES



© J. & P. CO.

ETERNAL YOUTH

←←← (Plant Patent No. 332.)

A Rose of sparkle and beauty whose fragrance and cheerful color make it outstanding among all pink Roses—a Rose that is instantly loved by all who see it. You'll find the delicate pastels of a Riviera sunset in blooms that stand proudly erect on long, strong stems. Admirable for cutting. Plant very compact, about 2 feet tall.

Newest Rose... by Aicardi, great hybridist of Italy.

Color... joyous pink, livening to yellow at base of petals.

Fragrant... reminiscent of the sweetness of old-fashioned Roses.

Blooms... slim, graceful buds opening to double flowers that are *par excellence* in form. Truly a great exhibition Rose.

\$1.50 each

\$15.00 per doz.

RONSARD

(Plant Patent No. 284.)

The most startling of all the Roses, in its rare combination of colors. Intriguing golden buds that unwind in spiral form, disclosing a superlative scarlet on the inside—a striking combination of scarlet and gold that persists while the spectacular blooms are fully open. And the color holds well in the sun.

History... a mixture of Rugosa and Austrian Copper blood makes these plants unusually hardy.

Fragrant... extremely so—and you'll like it.

Plant... bushy—18 to 24 inches tall.

Desirable... for spectacular bedding effects—exquisite for bouquets.

\$1.50 each

\$15.00 per doz.

"Thank you very much for filling my order so satisfactorily. The excellent Rose bushes arrived Saturday in perfect condition. Am expecting them to flower beautifully."—
L. Y. LIPSCOMB, 406 Second Ave., Rome, Ga. February 27, 1939.



© J. & P. CO.

WHITE BRIARCLIFF

←←← (Plant Patent No. 108.)

With all the stately grace and beauty of a charming bride, this gorgeous Rose proudly displays its pure white blooms—so gorgeously white—so coolly fragrant—so generously long-lived.

Distinction... both in bud and open flower, this is a pure white Hybrid Tea Rose. Blooms a week ahead of most Roses.

Prolific... tremendous producer of fully double blooms. Ideal for cutting. Keeps a long time in water.

Plant... spreading—bushy—2 to 3 feet tall.

Prize of Honor... and Gold Medal at International Exposition, Paris. Silver-Gilt Medal, French N. H. S.

\$1.00 each

\$10.00 per doz.



© J. & P. CO.

PARADE OF MODERN ROSES

*The Rose that lives its little hour is
prized beyond the sculptured flower.*

—BRYANT

ROME GLORY

(Plant Patent No. 304.)

There it stands in all its scarlet-crimson glory—the loveliest child of earth—unchallenged in a wide bright world of color. Rome Glory was named in honor of the third millenium of the founding of the great Eternal City and is a Rose you will be proud to have in your garden. Stands cutting well, and its mammoth blooms make glorious bouquets for the house.

Buds....formed like perfect greenhouse American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance...superb—alluring—lingering.

Lasting...flowers, whether on the plant, or cut, are long-lasting and not affected by dry or wet weather.

Plant....strong and healthy and of better than average height.

Award...Gold Medal S. A. F., 1938

Price \$1.50 each \$15.00 per doz.

MME. JEAN GAUJARD

(Plant Patent No. 338.)

A new Rose that might be described as a gorgeous, creamy yellow, decked with delicate shades of orange and carmine-pink. Extraordinarily fine and graceful in form, with lovely long buds. Stands the sun—and is very free blooming. Comes with all the subtle allure of France, from the home of Pernet-Ducher Roses, now owned by Monsieur Jean Gaujard. Monsieur Gaujard thought so well of this Rose that he named it for his wife.

Hardy...disease-resistant, sturdy and upright. About 2 feet tall. At home in all sections of the country.

Desirable...for cutting and as a garden Rose. Slightly fragrant.

Colors...charming and rich, under both natural and artificial light.

Awarded...Gold Medals: C. F. S. R. France, and Colle Oppio, Italy.

Price \$1.50 each \$15.00 per doz.

JEAN COTE

(Plant Patent No. 321.)

A Rose that glows with all the fascinating colors of a smouldering campfire—clear orange-apricot blending with the warmth of carmine—rich, changing colors that deepen as the flower opens. Unusually good in hot weather. A group planting of this popular Rose blankets the ground with large, glossy foliage, set off with masses of luminous color.

Named...for Jean Cote, great French silk manufacturer and Rose fancier.

Fragrance...rich, full and very satisfying.

Flowers...grow singly and continuously on sturdy stems. Very large exhibition blooms.

Plant...about 2 feet tall.

\$1.50 each \$15.00 per doz.



© J. & P. CO.



© J. & P. CO.



© J. & P. CO.

PARADE OF MODERN ROSES

"My Roses are blooming and are the finest I have ever had. Thanks for the lovely large bushes you sent me. I want to get more next spring."—MRS. GEORGE BERNER, 1083 Harrison Ave., Columbus, Ohio.

SATURNIA

(Plant Patent applied for.)

A glorious *new* Rose, with 20 petals, wrought in the color of flame, casting a spell of enchantment on everyone who sees it. Cardinal-red with salmon-yellow and copper on the reverse of its pretty petals give it a warmth that is difficult to describe—and still more difficult to forget. This Rose draws your attention as soon as you come upon it in any garden.

Fragrance...pronounced and fascinating as a dish of fruit.

Awarded...Gold Medal from Colle Oppio Gardens, Italy.

Plant....average height. Like all of Aicardi's Roses, produces its blooms on fine cutting stems.

Foliage...attractive but needs care to prevent black-spot.

\$1.00 each \$10.00 per doz.

ALEZANE

(Plant Patent No. 116.)

Formed from color and enchantment—fairy work in every tint and petal. A Rose that often blooms ten days earlier than its comrades. Especially desirable because of its free-blooming habits, its striking colors, and early start.

Buds....urn-shaped—of a chestnut-brown.

Blooms...double, cupped, opening to sorrel—then changing to rich apricot. Backs of petals sorrel-striped with yellow veins.

Growth...very vigorous, upright and branching. Toughest of all Hybrid Teas.

Distinctive...in any surroundings—a pronounced novelty that never fails to draw attention.

\$1.25 each \$12.50 per doz.



© J. & P. CO.

ECLIPSE

(Plant Patent No. 172.)

Acclaimed as "The Streamline Rose"—slim, tapering buds as modern as a debutante—and as appealing. Brilliant golden yellow petals—an arresting spot of color in a garden corner, or in a bud vase. The plants are of the vigorous branching type that produce a lot of bloom all the time and have healthy foliage of an attractive shade of green. Open flowers are not very double, having from 20 to 25 petals. But these petals are large, substantial and the same arresting yellow as the buds—and so beautiful that you hardly know whether there are 10 petals or 50.

Distinction...there has never been a Rose with buds like these.

Originated...by the late Dr. J. H. Nicolas in our own gardens.

Highest Honors...in France and Italy; Gold Medal of the A. R. S.

\$1.25 each \$12.50 per doz.



© J. & P. CO.



© J. & P. CO.



PARADE OF MODERN ROSES

*Rose! thou art the sweetest flower,
That ever drank the amber shower;*

—MOORE



←←← SATAN

(Plant Patent applied for.)

Dressed in swarthy carmine—glorious and splendid, this personable Rose is a distinguished newcomer this year. A big, loosely formed, velvety petaled flower which will excite the many lovers of dark red Roses and will be a worthy addition to any Rose-grower's collection.

Blooms . . . high centered with many petals, the color deepening toward the center.

Fragrant . . . rich, heavy, exotic.

Plant . . . bushy—about 18 inches tall.

\$1.50 each \$15.00 per doz.



© J. & P. CO.



←←← GLOAMING

(Plant Patent No. 137.)

Wrought to almost mystic beauty by nature's skilful hands. Lovely in appearance. Sturdy—tall—not afraid of the toughest winter. A favorite cut-flower variety that every Rose-lover must have in his or her garden.

Color delicate salmon-pink, blending into tawny orange and gold.

Blooms very large—double—beautiful.

Fragrant . . . yes, decidedly so, and decidedly pleasing.

History a definite contribution to Rose-lovers by the late Dr. J. H. Nicolas, who was in charge of Rose Research for Jackson & Perkins.

Price \$1.00 each \$10.00 per doz.

↑↑↑ ALICE HARDING

(Plant Patent No. 202.)

Molten gold, fashioned into a lovely full-petaled flower. A wonderfully clear, clean color that is entirely at home in the sunshine. Heavy, rich foliage on a plant of medium height. Named for Mrs. Edward Harding, of New Jersey, by the French National Horticultural Society.

Fragrance . . . rich and stimulating.

Prolific yes—blooms in great abundance.

Thrives especially well in the deep South where it holds its color much better than most yellows.

Awarded . . . the Gold Medal by the A. R. S.

Price \$1.50 each \$15.00 per doz.

© J. & P. CO.



PARADE OF MODERN ROSES



GOLDEN MAIN

(Plant Patent No. 254.)

It's a strong, vigorous Rose, this mystic Golden Main, supple, tall and long-lived—with large, languorous blooms whose 40 petals gleam like new-minted gold. The yellowest of all yellow Roses. Does not fade. Highly desirable for mass planting where continuous blooming furnishes a constant interest point.

Foliage...dark, vigorous and strong, but needing care to prevent black-spot.

Origin...originally known as "Goldenes Mainz" from W. Kordes Sons, of Germany—but shortened by purchasers to "Golden Main."

Won...Certificate of Merit at Sangerhausen; Second Prize, Rellingen; Silver Medal, A. R. S. Portland.

Price \$1.25 each \$12.50 per doz.

MISS AMERICA

(Plant Patent No. 264.)

A new milk-and-honey Rose characterized by delicate flesh tints touched with salmon and gold. Flowers are large, with an average of 65 petals—and grow singly on long stems. Fine exhibition blooms. Plant can be neglected but will amaze you with abundance of flowers.

Characteristics...vigor—fine, healthy foliage—extreme hardiness—lovely color. Upright plant—18 to 24 inches high.

Fragrance...very pronounced yet delicate and pleasing.

Noted for...persistence of bloom.

Honored...First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A. R. S., 1938.

Price \$1.00 each \$10.00 per doz.



©

ROCKET

(Plant Patent No. 171.)

Like the flaming sun, this obliging Rose adds brilliant color to your garden—even in summer when most others relax their efforts. The great double scarlet-red blooms are filled to overflowing with color and fragrance. Rocket comes of a sturdy ancestor, the Australian hardy Climber, Scorcher, which means hardiness and rugged individualism. It can be depended on in any part of the country.

Blooms...unusually large and double. Here is a red which does not clash with other colors.

Noted...as a good grower under all conditions, with strong stems and fine foliage; 2 feet tall.

Fragrance...rich, old-rose perfume of distinct personality.

Awards...Silver Medal, A. R. S.

\$1.00 each \$10.00 per doz.



*Jackson & Perkins Preferred Roses
are guaranteed to bloom*

PARADE OF MODERN ROSES



COUNTESS VANDAL

(Plant Patent No. 38.)

One of the earliest of the patented Roses originated by Leenders of Holland, whose vigorous strains are prized by all Rose-growers. Now considered by the public as well as the experts Queen of the Modern Rose Pageant. Exceptionally free from diseases—easily cultivated. Grows 24 to 30 inches high. Deserves a favored place in every garden.

Color.coppery bronze and pink suffused with gold with reflex of silver.

Delicate. . . .shape, fully double, hailed as the most artistic bloom in Rosedom.

Fragrant. . . .mellowing to winy richness as the flower matures.

Prolific. . . .awarded Gold Medal of the King of Spain, for profusion of bloom.

\$1.00 each

\$10.00 per doz.

ZULU QUEEN

(Plant Patent applied for.)

Dark and mysterious—with a loveliness that holds you enchanted—is this new and appealing Zulu Queen, in her veil of dusky, deep maroon. Vital, vibrant, she stands, with long, pointed buds, splendid leaves, and well-formed flowers, very large and full, truly *une belle sauvage* among Roses.

Bush.stalwart and very well proportioned. Vigorous, hardy and grows to 2 feet tall.

Blossoms. . . .glorious in their rich, deep color—each held singly on a strong stem, and they are distinctly perfumed.

Strength. . . .does not shrink from the hot sun.

Color.holds its color, which is one of the "blackest" of all red Roses.

\$1.50 each

\$15.00 per doz.



SIGNORA

(Plant Patent No. 201.)

A pronounced and definite improvement over the historic Talisman—or the newer President Herbert Hoover. It was born and raised on the romantic Riviera, where it became accustomed to hot, dry weather. It is a vigorous, branching, tall-growing plant.

Buds are of a warm brownish orange, opening to lighter mandarin and salmon. The unusually heavy foliage is a beautiful rich green.

Blooms. . . .double, but petals are not crowded. Very fragrant.

Prolific. . . .as many as thirty-one blooms on one plant at a time—each with a long stem for cutting.

J. & P. CO.

\$1.25 each \$12.50 per doz.



"Never before have I ever received any Rose plants to compare with those you shipped me. My only regret is that my space will not permit my having larger numbers. We are very much delighted with them."

F. M. WEINHOLD, 735 N. Second St., Milwaukee, Wisc. May 5, 1939.

PARADE OF MODERN ROSES



© J. & P. CO.

MATADOR

←←← (Plant Patent No. 170.)

Alluring Carmen might have held this very Rose in her lovely lips as she threw a tantalizing glance over a shrugging shoulder—and set Spain afire. The bloom is full of bright crimson petals—with that soft, velvety depth and richness that makes it blend with any other color. It's a cut Rose—but also a good bedding variety—and an excellent exhibition Rose.

Fragrance...soft, romantic, persuasive.

Honors... Gold Medal, the Netherlands and France; Silver Medal, Portland.

Plant... branching habit—18 to 24 inches high.

\$1.00 each \$10.00 per doz.



© J. & P. CO.



AMELIA EARHART

←←← (Plant Patent No. 63.)

Great big, double blooms of yellow—with just the merest hint of a blush—perfectly formed—contrast sharply with the dark, polished foliage. An exhibition Rose *par excellence*, and a frequent winner of awards as "Best Rose in Show."

Tribute....to the most famous of all American aviatrices.

Character...stately, medium tall, not a free bloomer but every flower is perfection.

Fragrance...is of the type you will want to enjoy again and again.

Awards... Gold Medal, Special Exhibition of New Roses, Troyes, 1928.

\$1.25 each

\$12.50 per doz.

MRS. FRANCIS KING

(Plant Patent No. 253.)

As haunting as the white fog from the sea is this mystic Rose, named for one of the founders of the Garden Club of America. It's a Rose not easily duplicated with vigor and freedom of bloom inherited from *Rosa nutkana*, the wild rose of Alaska, one of its ancestors.

Color....a clean "white" white, with just a suggestion of pale gold in the center of each bloom. 50 to 60 petals.

Early....often blooms ten days ahead of its neighbors and continues till frost.

Fragrance...the cool, soft odor of wild Roses.

Height...about 30 inches.

\$1.00 each

\$10.00 per doz.



Yet the Rose has one powerful virtue to boast,
Above all flowers of the field;
When its leaves are all dead, and fine colours are lost,
Still how sweet a perfume it will yield!

—ISAAC WATTS

©
J. & P. CO.

McGREDY'S

Newer



© J. & P. CO.

McGREDY'S SUNSET

(Plant Patent No. 317.)

The Pixies must have scampered joyously through the summer twilight with their most gorgeous sunset yellows to paint this comely beauty. Blushing with delicate

Flowers of medium size, full and shapely with symmetrical and dainty petals.
Prolific generous bloomer—on a magnificent bush 18 to 24 inches tall.

orange and rich scarlet, the saffron blooms open in glorious grandeur—and you see a Rose that loves its new country and in turn is loved by every Rose enthusiast.

Fragrance . . . gently penetrating; freshly sweet.
Resistant . . . to sun, hot weather and disease.

Price \$1.50 each \$15.00 per doz.

To all Rose-lovers the two words, McGredy and Roses, are synonymous. The list of outstanding creations by this famous house of Irish nursery experts grows more imposing as they contribute unceasingly to the embellishment of our gardens. For the past five years, S. McGredy & Son have given us the exclusive rights of testing and distributing their new varieties in the United States, and none of these has failed to win instant popularity. From among their more recent productions we have selected the following as being really essential in any well-ordered garden.



McGREDY'S PINK

(Plant Patent No. 341.)

Sun-bright and comely, this true Irish Rose lends charm and beauty to any surroundings. It displays its pure, peaches-and-cream complexion with becoming modesty—and is well adapted to exhibition and garden purposes.

Blooms . . large, perfectly formed, sweetly scented.

Growth . . flowers borne on stiff stems continuously from early spring to late autumn. Dark, rich foliage. Few thorns.

Merit . . . due to model blooms produced in great profusion. Won Bronze Medal, Portland.

Price \$1.50 each \$15.00 per doz.



© J. & P. CO.

See Page 19 for Other McGredy Roses

IRISH ROSES



© J. & P. CO



REX ANDERSON

(Plant Patent No. 335.) →→→

Here is an outstanding exhibition Rose—unusually perfect in form—with fully double flowers, that may be grown to enormous size by disbudding. Delicate ivory-white.

Growth...exceptionally free and vigorous with abundant gray-green foliage.

Scent...soft and fascinating.

Awards...First Class Trial-Ground Certificate, National Rose Society, England.

Price \$1.50 each \$15.00 per doz.

HECTOR DEANE

←←← (Plant Patent applied for.)

Nature wove a magic spell when she created this Rose. It's a glorious newcomer from the Emerald Isle—that has found living comfortable and happy over here. Long, pointed buds of crimson with orange at the base are ideal for cutting. Exceedingly popular at the World's Fair.

Growth...rampant, and constant in bloom.

Blooms...informal in opening; petals reflexing in irregular and unusual manner.

Scent...a single plant permeates the whole garden with old-rose perfume.

Price \$1.50 each \$15.00 per doz.

McGREDY'S TRIUMPH

←←← (Plant Patent No. 190.)

These huge, bright, fragrant blooms that sparkle in the garden shade are well named "Triumph." A full 5 inches across—lovely in their soft rose color, gently brushed with scarlet and orange—they look up pleasingly from sturdy stems of rich mahogany-red.

Foliage...extra large, dark reddish bronze in color—and of great beauty.

Vigorous...extraordinary, vigor and growth sets them apart from every day varieties. Needs room.

Chosen...for Gold Medal N. R. S.; Award of Merit, Glasgow and West of Scotland Hort. Soc.; Silver Medal, A. R. S. Portland.

Caution...leave flowers on bush; they do not last when cut.

Price \$1.25 each \$12.50 per doz.



© J. & P. CO.

McGREDY'S PRIDE

(Plant Patent No. 339.)

As a garden and bedding variety, this charming Rose stands by itself. Buds are long and pointed. Flowers large, full and brilliant—borne freely on long, stout stems from a 2-foot plant. A Rose you'll quickly love.

Color...orange and salmon-pink with a tantalizing touch of lovely yellow that mellows with age.

Sturdy...likes our variable climates and is a consistent sturdy bloomer. Not liable to damage by rain.

Fragrant...yes, in a delicate, subtle way.

Price \$1.50 each \$15.00 per doz. ↓



PARADE OF MODERN ROSES



GOLDEN STATE

← (Plant Patent No. 303.)

A rich, golden yellow Rose—vigorous and free blooming—with a faint clove-like fragrance, made the official Rose of the 1939 Golden Gate International Exposition at San Francisco. Has won many awards, both here and abroad.

\$1.50 each Three for \$3.75

BETTER TIMES

(Plant Patent No. 23.)

← This glorious cerise-red Rose of the florists has brought happiness to millions of people everywhere. Better Times is a grand cut-flower, a hardy grower, a distinct addition to any garden.

Fragrance. .pronounced and enchanting.

Will Grow. anywhere in the United States—and should be part of every Rose-garden. Upright growth from 18 to 24 inches.

Awarded. .Gold Medals at New York, Philadelphia and St. Louis Flower Shows—and A. R. S.

\$1.00 each \$10.00 per doz.



© J. & P. CO.



R.M.S. QUEEN MARY

← (Plant Patent No. 249.)

The long, sleek buds of this bewitching Rose open gracefully to charming blooms of salmon-pink, flushed with a delicate orange. Stems are long and erect. Blooms are long-lasting. Has won four Gold Medals and three First-Class Certificates in Europe and United States.

\$1.50 each Three for \$3.75

MME. HENRI GUILLOT

(Plant Patent No. 337.) →

Deep watermelon, raspberry-pink, reddish orange—all are artistically blended in this charming Rose with its long, tapering buds and camellia-shaped, 20-petal blooms that measure a generous 4½ inches across. Keep their form and color for days when cut.

\$1.50 each Three for \$3.75



RADIANT BEAUTY

(Plant Patent No. 97.) →

Red—rich red—a red that will remind you of Francis Scott Key—but with fewer petals. Blooms luxuriant and fully double. Is a relative of the popular "Radiance" that all Rose-growers like so well. Grows about 18 inches tall.

Excels. . . . as a long-lasting bouquet flower and as an exhibition bloom. Fully double with 40 to 50 petals.

Fragrance. . very like that of the American Beauty.

Prolific. . . is a tireless bloomer—and will grow anywhere as it is exceptionally hardy.

\$1.00 each \$10.00 per doz.



© J. & P. CO.

CRIMSON GLORY

(Plant Patent No. 105.) →

A glorious Rose that holds its deep vivid crimson blooms proudly high. Large, urn-shaped buds, which develop into full, well-formed blooms that are refreshingly fragrant. A popular Rose. Winner of many medals and honors.

\$1.00 each Three for \$2.50



TEXAS CENTENNIAL

(Plant Patent No. 162.)

This rich, blood-red Rose is a sport of the Rose, President Herbert Hoover—and has the same general type of growth and glorious flower. Differs only in color. An ideal Rose for your garden—and perfect for cutting.

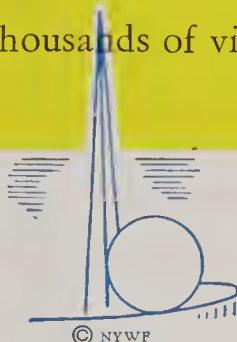
\$1.00 each Three for \$2.50

Extra Special

WORLD'S FAIR "INTERNATIONAL TWELVE" GROUP OFFER

• The "Hits" of more than 250 varieties of the World's Finest Roses exhibited in the "Roses on Parade" Gardens at the New York World's Fair. Here is your opportunity to buy *at reduced prices* 12 or more of the most magnificent Rose plants that ever embellished a garden. The following selections are the results of votes cast for "Favorite Roses" by thousands of visitors to the World's Fair.

GROUP "A" 1 each of the
12 varieties listed below (regular
value \$16.00),
postpaid..... **\$14.00**



GROUP "B" 2 each of the
12 varieties listed below (regular
value \$32.00),
postpaid **\$27.00**

DICKSONS RED Page 6
ALICE HARDING 10
ETERNAL YOUTH 7
SATURNIA 9

REX ANDERSON Page 15
GLOAMING 10
McGREY'S SUNSET 14
ROME GLORY 8

SIGNORA Page 12
MME. JEAN GAUJARD 8
COUNTESS VANDAL 12
ECLIPSE 9

OTHER GROUP OFFERS FROM INTERNATIONAL ROSE-GARDEN

These group offers are made up from the International Rose-Garden, separated as to the different countries in which they were originated. Order by Group Number.

No. 1 AMERICAN GROUP

(All originations of J. H. Nicolas.) One each of
Eclipse, Gloaming, Rocket, Carillon,
Miss America, Mrs. Francis King. **\$5.10**
(Value \$6.10.) SPECIAL

No. 4 FRENCH GROUP

One each of Alice Harding, Jean
Cote, Mme. Jean Gaujard. **\$3.75**
(Value \$4.50.) SPECIAL

No. 2 ITALIAN GROUP

One each of Signora, Rome Glory,
Eternal Youth. (Value \$4.25.) **\$3.55**
SPECIAL

No. 5 1940 GROUP

(Next fall's introductions.) One
each of Dicksons Red, Hector Deane,
Satan. (Value \$4.50.) **\$3.75**
SPECIAL

No. 3 IRISH GROUP

(McGredy's new Irish Roses.) One each of Sunset,
Rex Anderson, McGredy's Pink, **\$6.10**
McGredy's Pride, McGredy's
Triumph. (Value \$7.25.) SPECIAL

No. 6 COSMOPOLITAN GROUP

One each of Matador, Golden
Main, Countess Vandal. **\$2.75**
(Value \$3.25.) SPECIAL



Etoile de Hollande



K. A. Viktoria



Willowmere



Golden Dawn



Dame Edith Helen

Universal

ALL PLANTS ON THIS AND THE NEXT PAGE ARE ESPECIALLY PRICED AT 75 CENTS EACH; PER DOZEN ONLY \$7.50

● Illustrated and described on these pages are the choicest and most popular of the older varieties of Hybrid Tea Roses. These hardy universal favorites are grade A1, northern field-grown plants, two years old. Excellent for general planting, and will furnish a generous supply of cut-flowers throughout the entire season.

AUTUMN. Long-lasting, moderately fragrant, burnt-orange blossom streaked with red. A continuous bloomer!

BRIARCLIFF. Extra large, perfectly formed, exquisite deep rose-pink blossoms—lighter shade on outer petals with touch of citron-green at base.

CALEDONIA. Large, white—very double blossom—long-lasting—slightly fragrant bloom on long strong stem—very hardy.

CONDESA DE SASTAGO. Double blooms of two-toned coppery pink inside with golden tint on outside of petals.

DAME EDITH HELEN. Glowing bloom of pure pink—very large—full, double—intensely fragrant—a continuous bloomer all season—very hardy.

E. G. HILL. Massive blossoms of deep maroon, velvety on inside; very fragrant. Blooms throughout the season.

ESSENCE. A fragrant, fiery crimson flower with velvety petals. Strong stems for cutting—vigorous, bushy.

ETOILE DE HOLLANDE. Bright red, large loose semi-double blossom which is very fragrant.

GOLDEN DAWN. Sunflower-yellow blossoms turning to lemon with age—well formed—sweetly fragrant—a profuse continuous bloomer.

GRENOBLE. Large scarlet-red flowers without shading. Delightful fragrance. Tall, hardy plants with luxuriant foliage.

JOANNA HILL. Medium yellow flower—single blooms on long strong stem—moderately fragrant. Excellent for cutting.

KAISERIN AUGUSTE VIKTORIA. The standard, double, pure white bedding Rose. An exotic blossom for contrast in bouquet or garden.

SPECIAL GROUP OFFER

J. & P. VIGOROUS GROWERS

Here is your chance to get three strong-growing, hardy varieties that can't go wrong for you. One each of:

PRINCE FELIX. Brilliant scarlet-red.

MISS ROWENA THOM. Rose-pink.

MRS. E. P. THOM. Deep yellow.

\$1.85

ORDER GROUP HT-1

All three for

Favorites

MARGARET McGREDY. Very large, orange-to-scarlet flower that does not fade—moderately fragrant—few thorns—very vigorous—blossoms all season.

McGREDY'S IVORY. Delicate creamy white blossom that merges into yellow at the base—borne singly, several together and in clusters.

McGREDY'S YELLOW. Large, bright, buttercup-yellow flowers on dark red stems. Unlike most yellows, it is a strong grower.

MISS ROWENA THOM. Large, rose-colored blooms with a golden base—fragrant. Strong branching plants.

MRS. ERSKINE PEMBROKE THOM. The fine long buds open into perfectly shaped flowers of rich lemon-yellow and delicate fragrance.

MRS. PIERRE S. du PONT. Deep golden yellow blossom—becomes slightly lighter with age—medium size—semi-double—moderately fragrant—steady bloomer.

MRS. SAM McGREDY. Beautiful scarlet-copper-orange flower—heavily flushed with Lincoln red on outside of petals—moderately fragrant—a profuse continuous bloomer and very hardy. One of the finest Roses grown for cutting—exceptional at this price.

PRESIDENT HERBERT HOOVER. Medium orange-blossom flower with outside petals which blend to a lighter shade. Blooms are large, open, semi-double. A free bloomer.

PRINCE FELIX {de Luxembourg}. Well-formed, rather large blooms of brilliant scarlet-red. Has withstood sub-zero weather without injury.

QUEENSLAND BEAUTY. Australian sport of the famed Golden Dawn. Has large blossoms of coppery pink—luxuriant foliage.

RADIANCE. Cameo-pink blossom that deepens toward center—reverse of petals are pink—large, double—intensely fragrant. Blooms all season and in all climates. An old favorite.

RED RADIANCE. Flower very large—double, lasting and intensely fragrant. Has clear even shade of red. Everblooming!

ROSLYN. Large golden yellow flower with reverse of petals tinted with orange. Slightly fragrant—vigorous, compact growth—free bloomer.

TALISMAN. Golden yellow and copper blossom of medium size—double and long lasting—free bloomer. Long a favorite.

VICTORIA HARRINGTON. Large, rich red blooms with peculiar curving petal formation. Very attractive!

W. E. CHAPLIN. Large, double crimson blossom deepening to carmine-crimson—does not blue or burn—moderately fragrant—continuous bloomer.

WILLOWMERE. Medium size, delicate pink blooms shading to yellow at center and toning to carmine-pink toward edges of petals—blossoms all season.



President Herbert Hoover



Condesa de Sastago



Joanna Hill



Mrs. Sam McGredy



Red Radiance

SPECIAL GROUP OFFER

10 Hybrid Tea Roses

One each of the 5 varieties illustrated on this page and one each of the 5 varieties illustrated at extreme left of opposite page.

\$6.25

ORDER GROUP HT-2

THE GLORIOUS

Floribundas



© J. & P. CO.

WORLD'S FAIR

(Plant Patent applied for.)

The Rose sensation of 1939. Dedicated to the great New York World's Fair and admired by thousands there in "Gardens on Parade." Large clusters of velvety flowers of blackish scarlet all but hide the luxuriant foliage beneath.

Honored.... by receiving the First Award, "1940 All-America Rose Selections, Floribunda Classification."

Prolific.... a continuous display of color from spring to frost.

Size.... blooms nearly 4 inches across, with 18 to 20 petals.

Fragrance.... a cool, whispering perfume that is full of allure.

Pride.... a solid bed of "World's Fair" will give you something to boast about to your neighbors.

Price \$1.00 each; 3 to 49, 90 cts. each; 50 to 100, 80 cts. each.

Hailed as the ultimate development among modern Roses, this new class possesses every qualification for which the world's great hybridizers have striven throughout the years. Perfect blossoms of full Hybrid Tea size, carried in thick clusters reminiscent of the old-time Polyanthas, to which they trace their remote ancestry through generations of crossing and line-breeding.

They are ideal for planting in groups of from three to one hundred in beds or shrub borders, or as groups among shrubs, perennials, and evergreens. In either instance their persistent continuity of bloom throughout the summer and the heavy massing of their color affords a striking and permanent effect from spring to fall. They provide long-lasting bouquets, are remarkably hardy, and are easy to cultivate, making them ideal to use in place of annual foliage plants or flowers.

Headed by "World's Fair," the outstanding introduction of this class in 1939, and winner of the first "All-America Selections" award for 1940, Floribunda Roses were the feature of "A Parade of Modern Roses" at the New York World's Fair this summer. Their future popularity is assured, and they merit an important place in any garden, large or small, where color is important all season.



THE GLORIOUS FLORIBUNDAS



ANNE POULSEN

(Plant Patent No. 182.)

Makes a showy addition to any Rose-garden. The 24-inch stems bear fine sprays of brilliant scarlet flowers vividly overcast with crimson. A true Poulsen with typical heavy, healthy Poulsen foliage. Has a long season of bloom. Among the Danish varieties from this famous hybridist, it stands out as one of the very best.

Bloom... 4-inch flowers with 14 huge petals.

Scent... reminiscent of the soft sweet hill winds.

Hardy... don't even mind our American winters.

Award... Certificate of Merit National Rose Society and one at Bagatelle.

Price 75c. each

\$7.50 per doz.

DONALD PRIOR

(Plant Patent applied for.)

Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage for a background. Huge splashes of brilliant color in your garden—that's what Donald Prior can contribute—a Rose that everyone should include in his collection.

Variety.... an 8-petaled Floribunda Rose with flowers about 3 inches across on branching plants some 18 inches high.

Continuous... never without flowers—with three or four flowers on individual shoots, between the large bursts of bloom which come very frequently throughout the season.

Scent.... rare old fragrance inherited from a Damask ancestor.

Price \$1.00 each

\$10.00 per doz.



© J. & P. CO.

SMILES

(Plant Patent No. 331.)

A bright, cheery flower that actually looks up at you from its place in your garden and smiles. It was originated by the late Dr. Nicolas, who was so widely known as a Rose specialist—and has been seen and admired by thousands of Rose enthusiasts who have visited our gardens. You, too, will fall in love with Smiles—quickly.

Color.... a splendid salmon-pink.

Blooms.... semi-double and about 3 inches in diameter.

Characteristics... blossoms are long-lasting and are borne on medium-tall, spreading plants with handsome foliage.

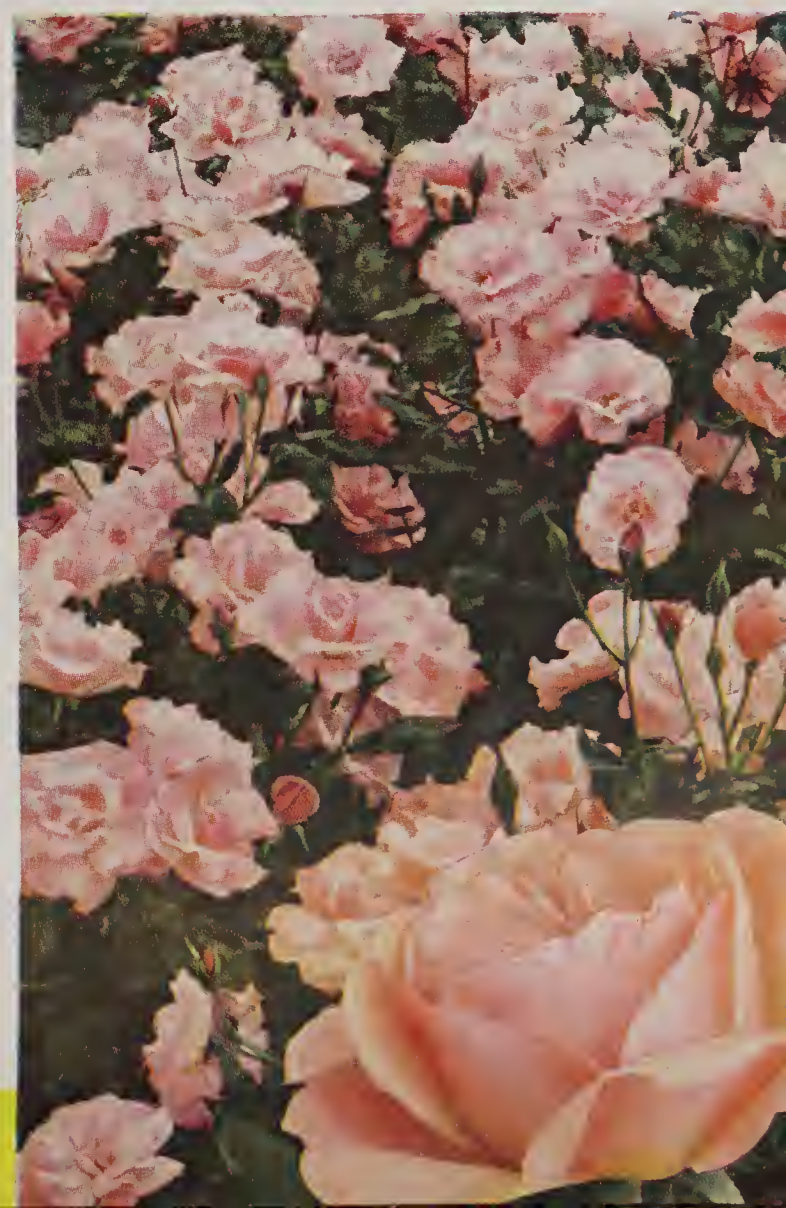
Continuity... just about as continuous a bloomer as a Rose can possibly be.

Fragrant... read the testimonial below. You will be delighted too.

Price 85c. each

\$8.50 per doz.

© J. & P. CO.



J. & P. CO. "My 'Smiles' opened its first blossom today. I am pleased with the fine bush and had a happy surprise when I found the blossom not only lovely, but richly fragrant."—FRANCES M. GUSHEE, Appleton, Maine. June 19, 1939.

THE GLORIOUS FLORIBUNDAS



BETTY PRIOR

←←← (Plant Patent No. 340.)

An important and popular addition to the Floribunda group. Distinctive in appearance as well as in color. Hardy, permanent, and highly desirable for mass planting in solid borders or hedges. This variety has continually stolen the show at the New York World's Fair.

Form... resembles the delicate red dogwood blossom in shape and size.

Color... opens a lively red and turns to a delicate shell-pink.

Prolific... blooms in large clusters in the spring—and continuously through the season.

Plants... medium height and pleasingly bushy.

Fragrant... rich and spicy odor.

Price \$1.00 each
\$10.00 per doz.

JOYOUS

(Plant Patent applied for.)

From rose-red glory to deep, impressive pink they change, as the gorgeous buds open into delightfully informal almost single blooms.

Beautiful... when planted singly or in solid beds.

Unusual... for cutting.

Strong... growth and free blooming.

Foliage... is deep red as plants approach blooming period.

Honor... Silver Medal Award at Elizabeth Park, Hartford, 1939.

Price \$1.00 each \$10.00 per doz.



SNOWBANK

←←← (Plant Patent No. 279.)

How white and still they seem to lie—there in your garden green. Yes—and white is so necessary among the many other colors. Perhaps the buff-orange buds looked about them at the reds and pinks and yellows and smartly changed to white as they turned to flowers, so that your color scheme might be perfect.

Steady... in bloom for the entire season.

Honored... with the A. R. S. Gold Medal at Hartford.

Flowers... semi-double and they appear in great clusters on low, bushy plants.

Strong... vigorous grower with thick, healthy foliage.

Price 85c. each \$8.50 per doz.



THE GLORIOUS FLORIBUNDAS



© J. & P. CO.

ROCHESTER

(Plant Patent No. 131.)

Has been described as "stardust refined to gold." The bloom is medium large and double. Has all the perfection of form of the Hybrid Tea, with the cluster formation and free-blooming habit of Floribunda.

Bloom . . . no bush Rose was ever more prolific. About 2 feet tall.

In Groups . . . gives you a continuous mass of fragrant beautiful flowers.

Flowers . . . faces of golden yellow to contrast an orange-carmine reverse.

Price 85c. each

\$8.50 per doz.

PERMANENT WAVE

(Plant Patent No. 107.)

A dainty and sophisticated flower from the land of wooden shoes—a superb product of M. Leenders & Company, of Holland. The name comes from the interesting marcel of the semi-double flowers which make up the huge clusters.

Decorative . . . stands up beautifully for long-lasting table decorations.

Color outside of petals a peculiar cochineal-red—inside a shade lighter.

Vigorous . . . up to 30 inches tall and stands our climate well. Ornamental leaves of dark purplish hue.

Price 75c. each

\$7.50 per doz.



© J. & P. CO.

CARILLON

(Plant Patent No. 136.)

The birds and butterflies have always said that Carillon Roses sing. And it must be true because from its early days this cheery Rose has been a symbol of happiness and rejoicing. Plant it in groups—and you will have a magic carpet in your garden—a carpet of soft flame-coral and lustrous green. One of the most generous bloomers we have ever seen. Grows best in northern states.

Variety the Floribunda *par excellence*. Growing 18 inches high and working right up to frost.

Blooms large and pleasingly fragrant.

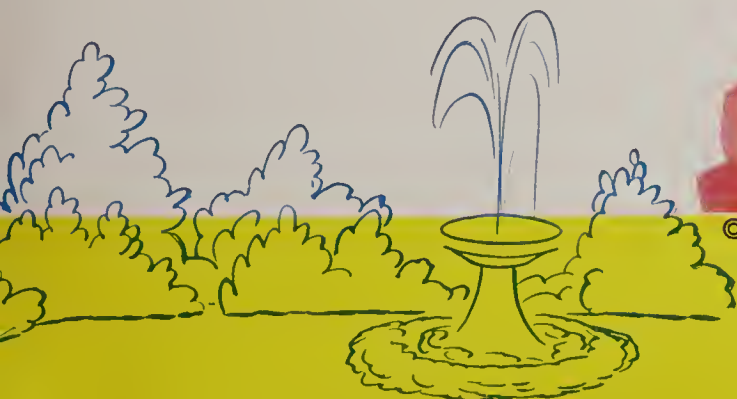
Recognition . . . Gold Medal, A. R. S.

Price 85c. each

\$8.50 per doz.



© J. & P. CO.



Jackson & Perkins Preferred Roses
are guaranteed to bloom

THE GLORIOUS FLORIBUNDAS

OTHER FLORIBUNDAS

Below are 6 additional Floribundas which lack of space prevents illustrating in these pages. The omission in no way implies, however, that they are less desirable than the varieties chosen for reproduction. Indeed, we fully expect that many Rose-lovers will indignantly protest that the very ones we have left out are their particular favorites.

VISCOUNTESS CHARLEMONT

(Propagation Rights reserved.)

Beauty is ever a sorceress—and in this enchanting Rose you feel her magic. Buds are salmon-rose that softly shades off into a satiny rose-pink as the lovely blooms develop. Blooms are large, full, perfectly formed, fragrant—in generous showy clusters. The largest bloom in the Floribunda class. Scent very pronounced.

Price \$1.00 each \$10.00 per doz.

WHITE AACHEN

Has all the well-known good qualities of that celebrated bedding Rose, Gruss an Aachen. Because of uniform growth—about 15 inches—a bed of White Aachen makes a charming garden picture.

Price 75c. each \$7.50 per doz.

SUMMER SNOW, Dwf.

(Plant Patent applied for.)

Great snowy clusters of fully double, clean white flowers make this a favorite bedding Rose. The plants branch freely and produce in generous measure from early in the season until frost. Summer Snow is a relative of the fine old Thousand Beauties and might be called a dwarf white Tausendschön. Quality exceptionally fine and fragrant. A very popular Rose. Growth about 24 to 30 inches tall.

Price 85c. each \$8.50 per doz.

PINK GRUSS AN AACHEN

This is a sport of Gruss an Aachen, but is a deep salmon-rose in color. It has the same lavish free-blooming habits, but with somewhat fuller flowers.

Price 75c. each \$7.50 per doz.

HOLSTEIN

(Plant Patent applied for.)

An unusually free-flowering Floribunda, with handsome, heavy foliage, very upright stems and large clusters of single blooms of dark, velvety red with yellow bases and stamens. We believe Holstein will produce more flowers per plant per year than any other variety. Gives a solid carpeting of red that harmonizes well with other varieties.

Price \$1.00 each \$10.00 per doz.

GRUSS AN AACHEN

This strikingly beautiful member of the popular Floribunda group is a soft orange-pink in the bud, changing to a charming salmon-pink and white as it opens.

Price 75c. each \$7.50 per doz.



POLYANTHAS

GLOIRE DU MIDI

(Plant Patent No. 270.)

The flowers of this prolific Rose are massed so thickly that one spray makes a bouquet. Particularly desirable in the garden when masses of solid color are needed for a focal spot.

Colorbrilliant orange-scarlet.

Immune . . . to heat and sunshine. Doesn't fade.

Hardy . . . likes winter weather, too.

Growth . . . is compact and only about a foot tall.

Price 75c. each \$7.50 per doz.

CAMEO

An exceedingly fine Polyantha, aptly named for its distinctive color—a subtle shade of shell-pink and salmon with a definite golden glow. Large sprays come in continuous succession.

Price 75c. each \$7.50 per doz.

LEFT—Rose Snowbank, a Floribunda, planted in front of shrubs and evergreens and surrounding a small Rose-garden

Special Offers

BARGAINS FOR LOVERS OF FLORIBUNDAS . . .

The special offers on this page include some of the choicest of Jackson & Perkins' Floribunda Roses. The Floribunda is the prime favorite for mass planting. It should be planted in groups of from 3 to 100 or more plants. Planted in this manner, the most lavish display of color imaginable is obtained.

Occupying the place of honor among these new Floribundas is the "World's Fair." A real Rose, and the sensation of 1939, this resplendent flower was given the preferred position in the central section of "Roses on Parade," one of the outstanding exhibits at the New York World's Fair.

GROUP OFFER F-1

9 Plants as follows for: **\$7.15**

3 Betty Prior 3 Snowbank
3 Donald Prior

GROUP OFFER F-2

9 Plants as follows for: **\$6.90**

3 Joyous 3 World's Fair
3 Permanent Wave

GROUP OFFER F-3

9 Plants as follows for: **\$5.65**

3 Pink Aachen 3 White Aachen
3 Gruss an Aachen

In addition to the three outstanding group offers listed above, you can obtain marked savings on quantity purchases of Floribundas of any assortment you may select. Quantity prices are given in the descriptions of some varieties in this catalog. For all others the following rates apply:

	3 of a kind	25 of a kind
Varieties costing \$1.00 each	\$2.50	\$18.75
Varieties costing .85 each	2.15	15.65
Varieties costing .75 each	1.90	13.75

J. & P.

MODERN

Climbing Roses

Any garden is made more colorful, more attractive by the addition of Climbing Roses, especially the newer Jackson & Perkins varieties. The great clusters of gorgeous flowers, framed by luxuriant foliage, provide ideal screening for unsightly corners, fences, garages. Page 34 of this catalog gives several suggestions for planting Climbing Roses that are calculated to "high-light" your garden in a spectacular way.

Climbers are easily protected through the winter, even where the temperature drops well below zero. Simply lay the canes on the ground, then cover them with earth, straw, or old burlap bags to keep the ground frozen and the sun and wind off the canes. Climbers bloom on old wood. Protected during winter and given an ordinary degree of cultivation, they will repay you many times over for the small amount of effort required to grow them.

JUNE MORN

(Plant Patent applied for.)

An outstanding achievement of the great rosarian, Dr. J. H. Nicolas. A sturdy, climbing Rose that you simply must have in your garden. It has large 5-inch double flowers, of a luscious watermelon-pink, in great profusion in many-flowered clusters continuous in the spring and again in the fall. *We consider June Morn the very best of the modern Climbers.*

History . . . all the grace and charm of Gregoire Staechelin combined with the vigor and free-flowering trait of its other parent, Climbing Claudius Pernet.

Foliage . . . heavy deep green.

Color . . . bright watermelon-pink inside, touched with gold on the outside.

Blooms . . . heavily in early summer with a good crop in the fall.

Price \$2.00 each

\$20.00 per doz.

SUMMER SNOW, Climbing

(Propagation Rights Reserved.)

A strong-growing, free-blooming pure white Climber. Easily trained for pillar, screen, or trellis. Clusters of white, loosely double flowers in the heaviest first crop will put mountains of snow in your garden. Without question the fairest of the white Climbers.

Blooms . . . heavily in the early days—and intermittently thereafter.

Type . . . free branching—spreads to cover a large surface. Superb as a pillar Rose.

Color . . . pure white, clean as driven snow.

Price \$1.50 each

\$15.00 per doz.





© J. & P. CO.

DOUBLOONS

(Plant Patent No. 152.)

Doubloons—the golden treasures of old pirate days—were buried deep on fabled islands far away—hidden—useless—dead. But Doubloons—the golden beauties from nature's treasure chest—planted in a lovely garden—live—climb—bloom and bring great happiness to everyone who sees them. Doubloons is the best all-purpose yellow Climber yet produced—just what Rose-lovers have wanted for years.

History... a direct descendant of our American wild Prairie Rose, giving it a heritage of hardiness very valuable in a Climber.

Blooms... large, golden flowers, fairly double, literally cover the plant for a long period. Beautiful foliage of dark velvety green.

Hardy... vigorous, healthy, with long, heavy canes. No special growing methods necessary. Grows 12 feet in a season.

Scent... spicy, clean.

Price \$1.50 each

\$15.00 per doz.



BLAZE

(Plant Patent No. 10.)

A blazing scarlet beauty that has steadily made its way in public favor until it is probably more widely used today than any other Climber. It is a repeating form of Paul's Scarlet—and the repeating characteristic has been definitely fixed by the use of bloom-wood only in successive propagations.

Use..... train it over an arch or pergola—use it to cover a fence or the side of your garage—grow it on a tall post or pillar—or use it to brighten a porch.

Prolific... Blaze gives a plentiful supply of vivid scarlet flowers in the first blooming—and then continues to flower intermittently all through the season.

Price \$1.00 each

\$10.00 per doz.



FLASH

(Plant Patent applied for.)

As spectacular as a Fourth of July celebration is a plant of Flash in full bloom. Rich and fruity fragrance. Foliage is dark green, heavy and rough. Not a rampant Climber, but good for an eight-foot pillar with ordinary attention. Blooms from late May through June. Won first award for climbing Roses, 1940 "All-America Rose Selections."

Price \$1.00 each

3 for \$2.70

PRINCESS VAN ORANGE

(Plant Patent No. 106.)

Here is an exotic combination of a brilliant oriental orange and a magnificent royal scarlet—a *new* color in hardy Climbers of the Rambler type—a color combination that literally sets the branches of the plant aglow with warmth and cheerfulness.

Climbs... pushes its way up to great heights in the course of time.

Vigorous... sturdy. Older plants frequently bloom as late as September and October.

Price \$1.00 each

\$10.00 per doz.

©
J. & P. CO.

Special Group Offer OF PATENTED CLIMBERS

OFFER C.

27 1 each of JUNE MORN, BLAZE, DOUBLOONS
(Regular Price \$4.50.) Special

\$3.75

J. & P.

Novelty

PERENNIALS



3 NEW PHLOX

No garden is complete without Phlox—the most popular of all perennials—and not just one or two, but brilliant groups to give color all through summer and fall. Here are the 3 *most sensational new varieties* at group prices which should tempt you to order in quantity.

← HARVEST FIRE. Mammoth salmon-orange heads, with large individual flowers, branching from the bottom—resulting in very long period of bloom. Reaches 30 inches in height.

SALMON BEAUTY. Spikes 10 inches at base and equally tall; flowers rich salmon-pink with white eye. 30 inches in height.

BLUE BOY. The best deep blue Phlox ever produced, free blooming; large individual flowers. Leathery foliage. Grows to 24 inches.

Prices on these New Phlox:

50c. each, 3 for \$1.25, 6 for \$2.45, 12 for \$4.75

Special Group Offer P-1:

3 of each variety \$3.50, 6 each \$6.90, 12 each \$13.50

Special Group Offer P-2

1 each of the following 10 outstanding Phlox..... **\$1.00**

ANTOINETTE SIX. A splendid white with large individual flowers. Height about 3 ft.

E. I. FARRINGTON. Good soft salmon-pink with a lighter eye. About 2½ ft.

GEORGE STIPP. A deep glowing salmon with a lighter eye and holds well in the sun. Height about 3 ft.

MORGENROOD. Brilliant rose with deeper eye; very large clusters. Height about 3 ft.

ROKOKO. Very clear soft pink with large individual flowers and globular clusters. Height about 2½ ft.

VON HOCKBERG. Brilliant red. One of the best growers and very free blooming. Height 3 ft.

SNOWCAP. Very large fine white bloom and grows about 18 to 20 inches.

LE MAHDI. Deep velvety purple—almost a blue—and is free blooming and grows approximately 2 ft.

COUNT ZEPPELIN. A very clear white with carmine eye. Much improved over the older variety of this description and grows approximately 3 ft.

CAMILLO SCHNEIDER. Deep velvety red. Very free blooming and grows about 3 ft.

HELIOPSIS • SUMMER GOLD

Illustrated below

An outstanding novelty, lending an abundance of golden color to your garden, especially in midsummer when other perennials are somewhat dull. Its showy, semi-double blooms, 3 to 4 inches across, are profuse from June to October, and make extraordinary cut-flowers which will last ten days or more in water. Plants average 3 feet in height and are remarkably resistant to heat and dry weather. For best effect, Heliopsis should be planted in groups of three or more. 75c. each, 3 for \$2.00, 6 for \$3.75, 12 for \$7.25.



"Just received a shipment of Roses from you and they are very satisfying."—WM. J. MURPHY, 121 Tower Court, East Hempstead, Long Island, N. Y.

3 NEW HARDY ASTERS

It's really astonishing how modern propagation has improved the familiar Michaelmas Daisy that our grandmothers loved and nursed so tenderly. These lovely autumn-flowering perennials have truly become hardy, thriving in any soil and requiring a minimum of attention to produce brilliant blooms for border effects or for house cutting. Here are presented three new arrivals to make your garden gay next fall.

BEECHWOOD CHALLENGER. (Illustrated right.) A new and finer red Aster, clearest in color, and with bright yellow center disc. Grows vigorously to about 4 ft. 50c. each, 3 for \$1.25.

STRAWBERRIES AND CREAM. An outstanding novelty. Flowers first appear as deep pink, softening in tint as blossoms open. Height 4 ft. 50c. each, 3 for \$1.25.

MOUNT EVEREST. Finest of the white varieties. Tall, well-shaped, pointed pyramids, with abundance of lateral growth flowering to the ground. Ultimate height 4 ft. 35c. each, 3 for 90c.



Special Group Offer P-3

One each of Beechwood Challenger, Strawberries and Cream, and Mount Everest. **\$1.10**

3 of each \$3.00

THE NEW HARDY DWARF ASTERS

These miniature varieties are distinctly among the most desirable newcomers for any perennial garden. Rarely exceeding a foot in height, their neat and compact plants are almost hidden in autumn by a dense covering of small daisy-like blooms in delicate tints. They are ideal for border edgings, or for rock-gardens. Truly hardy, they will thrive in any good garden soil.

LILAC TIME. A fine addition to the introductions of recent years. Compact, rounded bush, with soft lilac-blue flowers. 25c. each, 3 for 65c.

NIOBE. A compact, bushy plant, covered with flowers of purest white with bright yellow center. 25c. each, 3 for 65c.

BLUE BOUQUET. A beautiful blue addition to the Dwarf Aster group—a color that is very much needed in any garden. 35c. each, 3 for 90c.

← **VERONICA, BLUE SPIRE**

A new variety that deserves to be in every garden, produced by crossing the commoner Subsessilis and Spicata—produces a bloom stem of deep, rich blue, 8 to 12 inches long. Prolific bloomer from early summer to late fall, and very hardy. 35c. each, 3 for 90c., 6 for \$1.70, 12 for \$3.25.

Special Group Offer P-4

Two each of these 3 Hardy Dwarf Asters, Lilac Time, Niobe, and Blue Bouquet. **\$1.40**

BY ALL MEANS—

Plant Roses!

RIGHTLY is the Rose called “Queen of Flowers.” It lends regal beauty alike to the formal planting of a great estate and to the simple setting of the humblest home. In close groups with others of its kind it gives a focal spot of color into which all lesser kinds of flowers blend. In the borders of foundation plantings or along an edge of lawn, it lends needed brightness to the monotony of evergreens and shrubs. There is no garden that cannot be made more pleasing by its presence.

Once established, a Rose bush need not be replaced each year, but increases steadily in beauty and profusion for a decade or more. Each plant, as time goes on, assumes an individuality that adds immeasurably to the charm of repeated recognition.

The successful growing of Roses is no longer restricted to specific geographical sections, or conditions of soil and climate. Neither is their blooming limited to a few weeks in June. Skilful hybridizing has produced the new and improved patented varieties of Hybrid Teas, Floribundas, and Climbing Roses which thrive in any fertile soil, under all climatic conditions found in this country. Also, these modern Roses bloom continuously from spring to fall, and are less temperamental—requiring no more care than coarser types of flowers.

By all means plant Roses—and more of them. And for best results choose the modern varieties. No other flower so well deserves the first place of honor in your garden, nor so richly rewards your favor.



*A bed of Floribunda at our New York World's Fair garden—
World's Fair and Summer Snow in the foreground.*



*Another view of the garden at the World's Fair—
Betty Prior and Pink Aachen in the foreground.*

Directions FOR ORDERING

IMPORTANT! Please Read Before Ordering

PRICES. The prices charged for Jackson & Perkins Guaranteed Roses are surprisingly low when the exceptional high quality is considered. Because of our tremendous volume of sales, both wholesale and retail, we are able to do business on very narrow margins of profit. Naturally, it costs us less per plant to handle large orders than it does small ones. That's why we can afford to make special group offers such as you will find on the pages of this catalog.

And remember *this*—if you purchase 3 or more plants of any one variety, *you are entitled to the reduced dozen rate.*

HOW TO ORDER. Write plainly—preferably print your name, address and order. Indicate whether you are Mr., Mrs., or Miss. Don't fail to give us Post Office Box Number, or Street with Number, or Rural Delivery Route—also City and State. Check carefully with the catalog for prices and always total your order. Address all orders to:

JACKSON & PERKINS COMPANY
Box 271 Newark, New York State

We recommend that you keep a copy of your order to check against your shipment. Always tell us when you want your order shipped.

WHEN TO ORDER. Dormant plants should be ordered in September or October for immediate planting.

METHOD OF PACKING. All packing is done by men long experienced in shipping plants safely to any destination, no matter how distant.

Dormant plants are shipped in heavy corrugated cardboard boxes that are guaranteed to protect the contents. Roots are packed in fresh sphagnum moss. Plants have sturdy, bright green stems. Each plant has a waterproof label attached to it stating the name of the variety.

HOW SHIPPED. Unless specific shipping instructions are received with order, we will use our own discretion as to the best way to ship—by Express or Parcel Post.

WHEN SHIPPED. Unless otherwise specified, we attempt to fill orders as soon as received. During the rush season, however, slight delays are bound to occur. In such cases we acknowledge the order and write you when we will ship. By ordering well in advance and stating a preferred date of delivery, you will be assured of receiving your plants when you want them.

SHIPPING CHARGES. We prepay all shipping charges on dormant plants and perennials to any destination in the United States. Pot-plants are always shipped with from ten to fifteen pounds of rich, native soil around their roots to insure continued vigorous growth in their new environment. The size and weight of these pot-plants is never the same. Therefore, we can never tell you in advance what the shipping charges will be. For this reason, all pot-plants are shipped with Express Charges Collect.

TERMS. On all orders under \$10.00, we must ask cash with order. On large orders, charge accounts may be opened. To open a charge account, please send us at least one bank and three trade references. All charge accounts are due the first of the month following date of shipment.

REMITTANCES. By "Cash with Order," we mean Post Office Money Order, Express Money Order, Draft on any Bank, Certified or Personal Check. Stamps are acceptable for any payment up to \$2.00. **DO NOT SEND COINS OR CURRENCY THROUGH THE MAILS.** *Always write the amount of your remittance on your order.* Do not send extra money with your order to cover transportation charges. In cases where we do not prepay these charges, as explained, plants will be sent transportation collect. If C. O. D. shipments are requested, we must have a 10 per cent payment in advance and transportation charges will *not* be prepaid.

IN CASE OF ERROR. No business can be operated without occasional errors. We assure you, however, that any mistakes due to carelessness or misunderstanding on our part will be rectified quickly. Examine your shipment as soon as you receive it. If the plants are not exactly as represented, or if the shipment is short, or plants are damaged in any way—*notify us immediately.* We'll see to it that a satisfactory adjustment is made as quickly as possible.

QUALITY OF PLANTS. All original Roses are carefully tested in our experimental gardens for a considerable period of time before we begin to grow plants for the market. Plants are developed to bring out the finer qualities of their particular variety—to make them resistant to disease—to make them hardy growers in a great variety of soils and under different climatic conditions—to make them produce luxuriant blossoms over the maximum period of time that nature permits.

In other words, when you purchase J. & P. Preferred Roses, you are getting the finest that Nature, aided by man's ingenuity, can produce. Read the Jackson & Perkins guarantee on page 4 of this catalog.



Hybrid Teas in our Newark, N. Y., test-gardens. All new varieties are tested here before being propagated for sale.



AN IDEAL AND A REPUTATION THAT



IN 1874 a young market gardener named Charles H. Perkins developed an overwhelming interest in the cultivation of Roses. He persuaded his partner and father-in-law, Albert E. Jackson, to his way of thinking. From that time on, the growing of fruits and berries gave way to the new business of specializing in fine Roses and other nursery stock. In later years, a second generation has grown up into the present company—first working with the original founders and then, in time, succeeding them. The first small nursery of 30 acres has grown to more than 2,500 in Newark, New York, with large additional growing and testing fields in Bridgeton, New Jersey, and Pleasanton, California.

From its earliest days the Company has concentrated on the propagation of new and finer Rose varieties. It won world-wide



Smiles—waiting to be shipped to somebody's garden this season.

These are the plants we sell—field-grown and proved. McGredy's Sunset in the foreground.



HAVE LIVED FOR SIXTY-SIX YEARS

recognition when, in 1902, it introduced the now-famous Dorothy Perkins Climber which, after thirty-seven years, is still among the most widely disseminated Roses in cultivation. Its position of leadership then, as now, has enabled it to develop close relationships with great hybridizers both in this country and in Europe, so that its name has become almost synonymous with the introduction of new and improved Roses.

It has, today, the sole rights of testing and distributing in this country the introductions of such famous nurseries as Samuel McGredy & Son, of Ireland, and that other outstanding Irish house, Alex. Dickson & Sons, whose contributions extend from the well-beloved Killarney Rose in 1898 to the marvelous new Dicksons Red, which this year won the Gold Medal of the National Rose Society of England, the Clay Cup for

Fragrance, and the first award for Hybrid Teas in the "All-America Selections" for 1940.

Not the least of the reasons why Jackson & Perkins have been chosen by such leading rosarians to disseminate the greatest of their new Roses is the reputation this Company has carefully built, throughout its sixty-six years in business, for producing only plants of the finest quality, capable of perpetuating the precious characteristics of color, fragrance, and hardiness which these hybridists have carefully bred into their modern varieties.

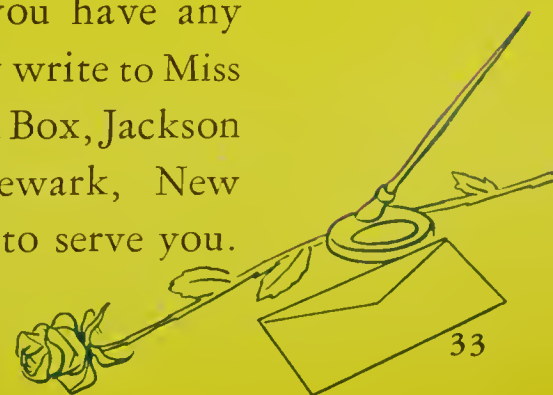
Today, that reputation is symbolized to the public in the simple label which is attached to every plant shipped from our gardens—a label that bears the Jackson & Perkins name, standing always for healthy, vigorous Roses of only one grade—the best.

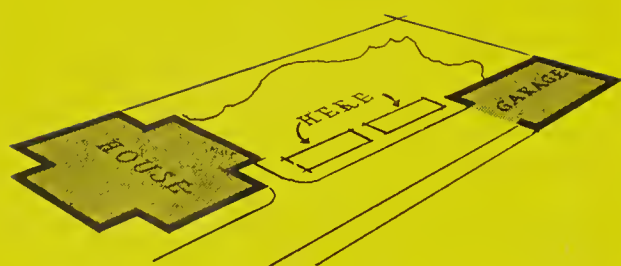
The Question Box

We maintain a Department at Newark to help our customers plan their gardens. The knowledge and experience of our experts are at your disposal to answer any question on the care and culture of any plant in your garden. No charge is made for this service.

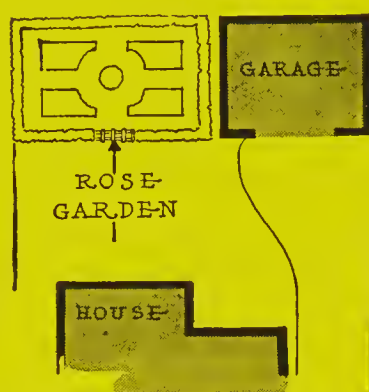
Would you like help in designing your garden to produce some special effect, or to meet some perplexing

problem of shape and contour? Are you puzzled as to just which kinds of flowers and shrubs will fare best under your local conditions of soil and climate? Do you want suggestions for a flower show or club competition? If you have any problems like these, simply write to Miss Betty Perkins, The Question Box, Jackson & Perkins Company, Newark, New York. We'll be delighted to serve you.

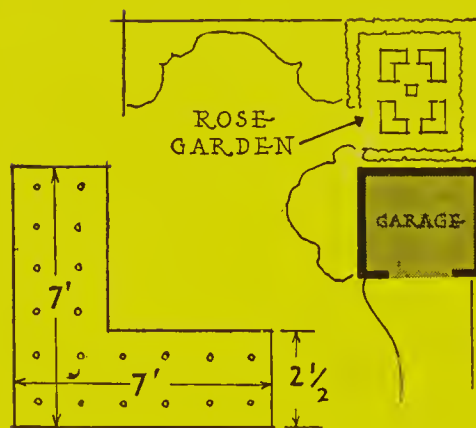




Beds parallel to walks or drive



Formal garden arrangement



Typical bed, 20 Roses

Where TO PLANT ROSES

BUSH ROSES

A Rose is a Rose no matter where it grows. But a Rose plant properly placed in your garden is worth several that are planted without any planning for effect.

The sketches at the left and bottom of this page will give you a few ideas on where to plant your beautiful Jackson & Perkins Roses. These plans for gardens will aid you in determining how many plants to order to create the desired effect.

Hybrid Teas should be planted about 14 inches apart in rows 16 inches apart. Floribundas, because of their denser foliage and bloom, need more space and should be set not

less than 16 inches apart, in rows 18 inches wide. These measurements will insure you a satisfactory mass bedding effect, while at the same time allowing ample room for cultivation between bushes.

Be your own judge as to the varieties of color to plant in the same bed. Some like a solid mass of the same color; others prefer a mixture of many colors. Study your backgrounds before planting.

Don't be afraid to invest money in Roses. If properly cared for, they'll live as long as you do and longer. And they'll pay handsome dividends in happiness to all who see them in their glory.

CLIMBERS

There are few flowering "vines" that are as beautiful as Climbing Roses—few that grow as fast or are as permanent—few that have the height, spread, or bushiness. More of the new varieties should be grown around every home.

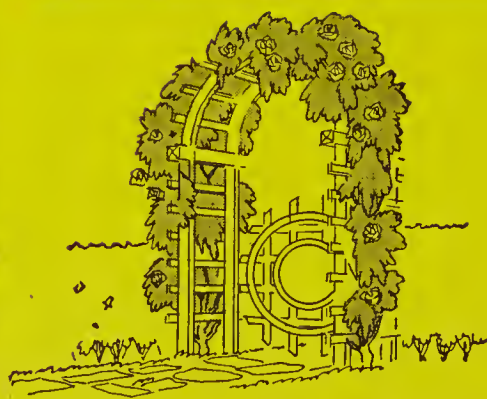
Trained over archways, doorways, arbors, summer-houses, around posts, against walls, fences, or buildings, Climbing Roses create a spectacular effect—conceal many an ugly spot or building with the gayest of landscape embroidery.



Along a garage or any building



As a pillar



Covering an archway



To cover a fence



Doorway or porch

HOW TO PLANT AND CARE FOR

Roses

Roses need sunshine, but need not be exposed to the sun all day. Half a day of morning or afternoon sunshine is sufficient.

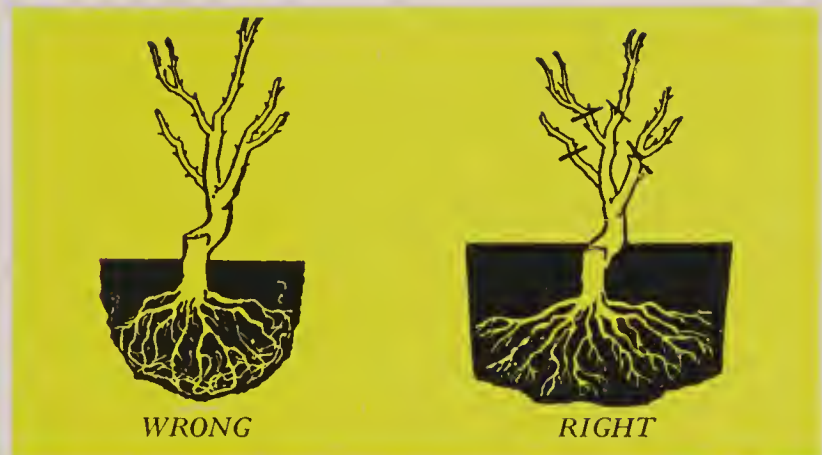
To prepare the beds, remove one spade-depth of topsoil and pile it to one side. Make the hole deep and wide enough to accommodate the roots naturally. Then remove a second spade-depth. This is "subsoil," to be taken away. Now you have a trench 18 inches deep. Rose roots seldom go deeper.

Now loosen dirt at bottom of trench with a spading-fork. Shovel in the topsoil, mixed with a liberal amount of old manure. Carry the Rose plants to the trench in a bucket of water. Prune the roots by shortening the long ones and cutting the ends off the others. Put the plants in the hole. Work fine soil between the roots. Fill the hole a little at a time. Pack the soil *hard* on the roots.

When the hole is three-quarters full, press the soil

down hard with your heels. Then pour in plenty of water. When water has disappeared, fill with good garden soil to normal level. Do not pack any more.

When planting in the spring, prune tops of plants at about 4 to 8 inches above soil-level. Be sure to leave two to three "eyes" above ground-level. *This is extremely important.* See marginal sketch.



CULTURAL HINTS

WATERING. Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

FERTILIZERS. No fertilizer of any nature should be applied the first year of planting. Roots are not yet in condition to consume it, and it may do a great deal of harm to young fibrous roots which have to be formed after transplanting. Later a mixed or "complete" fertilizer, as sold under various trade-marks, and equivalent to 1 part nitrogen, 2 or 3 parts phosphoric acid, and 1 or 2 parts of potash, is preferable to any single one of these products. Apply very lightly (a teaspoonful per plant) but often, and water liberally after each application.

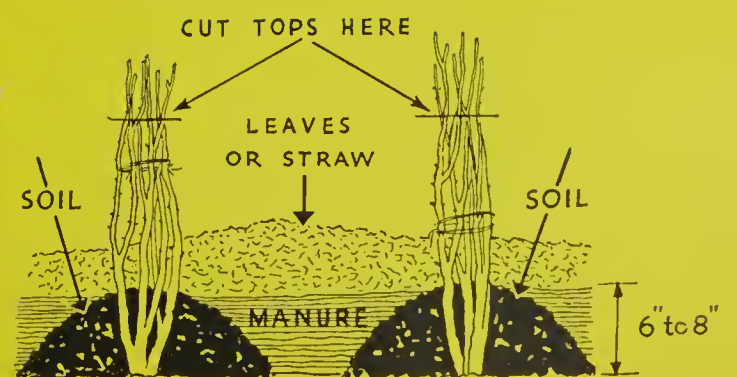
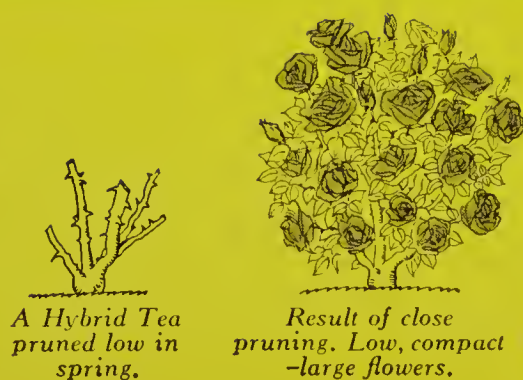
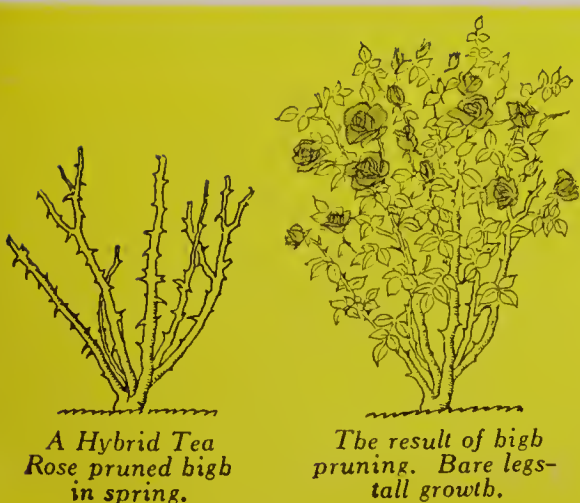
PRUNING everblooming climbers (Blaze, New Dawn, etc.) should not be done during the growing season because remontance (subsequent blooming) comes out of the first top eye under the previous cluster of blooms. Spent blooms may be pinched off but

the flower-bearing stems must not be shortened or it will stop reblooming.

CULTIVATE frequently around Rose-plants. Do not allow the soil to bake and become hard at any time. Remember that roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting or spraying with accepted formulas would act as a preventative.

WINTERING ROSES. After the first good heavy frost, bundle the branches together, cut them back to about 18 to 20 inches, mound earth around the plants up to 6 to 8 inches, or higher if practical, spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt hay or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frosts is past. In California and the South, this type of winter protection is, of course, not necessary.



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"Received the three Roses, Eternal Youth, and I must say that they were the nicest plants I've ever received, especially the root systems. How it will grow and produce, naturally I can't say, but I've purchased plants from ———, and as far as the plant itself is concerned, the ones I just received from you were the nicest."

—WALTER D. MEYER, 137 Grayson St., Portsmouth, Va., March 17, 1939.

JACKSON & PERKINS COMPANY

"World's Largest Growers of Roses"

Via _____

Positively no substitutions will be made.

[illegible]

TOTAL (Payment Enclosed) _____

This order blank is a self-contained mailing envelope. Fold along ruled lines and seal by moistening glued edge. Be sure your name and complete address are plainly written or printed on the other side of this blank.

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NEWARK, NEW YORK STATE

JACKSON PERKINS COMPANY

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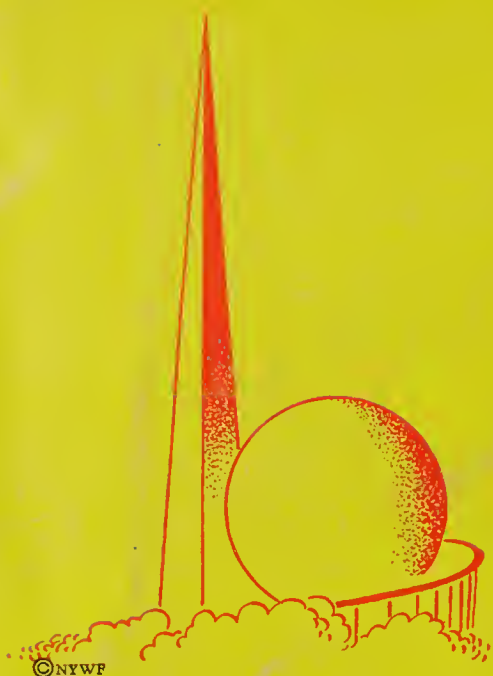
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CHICAGO, ILLINOIS



A general view of our Rose-garden at the New York World's Fair. Each bed is designed as a complete garden in itself.



Make Yours a Modern Garden

AMONG the visitors to the New York World's Fair, many thousands have paused to find a new delight in the Roses at "Gardens on Parade." There is nothing strange in this, for that is the purpose of a garden—to provide a place where men and women may turn from the man-made marvels of civilization and find nature's rest for tired bodies and confused minds.

Those who have seen "A Parade of Modern Roses" know, moreover, that a garden of today may be as modern as the Trylon and Perisphere within whose shadow our exhibit lay. These new Roses have exalted the virtues of their elder sisters, combining their graces into new perfections of color, beauty, and fragrance. Nor is their appeal limited any longer to a few weeks each year. Their massed clusters of prolific blooms endure until summer itself has passed.

All of these advantages are yours, too, in the choice selections of Roses offered to you within these pages. Whether your garden be large or small, simple or formal, it will bring you greater enjoyment and pleasure through the addition of modern Roses.

The Roses shown on the covers of this booklet are massed plantings of three varieties of Floribundas in "Gardens on Parade" at the New York World's Fair. On the front cover—left, Betty Prior; right, Pink Gruss an Aachen; back cover—Donald Prior.

Jackson & Perkins Company
Newark, New York State

